



Acorn Internet Services, Inc.

White Paper Postmortem: Buuteeq issues during March and April 2012

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3/28/2012 – Posted on PAII Forum

Subject: What to do about website plagiarism?

Initial Thread Started by: R. Gallagher, Historic Smithton Inn

Total posts on this thread: 31

A situation recently came up in Lancaster County where a Google Alert caught a B&B who directly plagiarized the entire content on the home page of a local association's website (maybe 5 words out of 3 paragraphs were changed... even a typo or two remained!).

The innkeeper was contacted and immediately took down the plagiarized content and replaced it with new copy. But here's where the story gets really interesting... this innkeeper said that he was only trying to boost his website's SEO by posting "articles about the county" on his website, and that a representative from a popular B&B web development company had posted that content on his page without his (the innkeeper's) knowing where it had come from. My initial reaction was to think "NO WAY is this true!", but sure enough, when the web dev. rep. was contacted... he confirmed it!

Over the course of a 10 minute phone conversation, it became clear that this person believes "writing articles" and "copy/pasting" off any website are one and the same activity! When it was pointed out that he'd plagiarized copyrighted content and used it on his client's website he disagreed, stating that he was just "writing articles" and the information he got off the association web page was "just general information about Lancaster County". He simply thinks that information on the web is "public domain" and open for anyone to use.

It's shocking to me that a seemingly professional organization would not only condone this sort of unethical behavior, but is actually PROMOTING it! What do you think? How much fault lies with the innkeeper vs. the website rep? And what would you DO if it was your website they plagiarized?

4/2/2012 – Responded to Rebecca Gallagher's email from 3/29/2012 regarding the content plagiarized by Buuteeq on the PAII Forum. Upon investigation, we then realized that there was also Wikipedia content copied on 2 additional pages, and a Buuteeq staging server that was indexing live Buuteeq sites for Innkeepers that were not Buuteeq clients, including the Lancaster County association pages.

4/5/2012 - Emailed an "Acorn News" newsletter and video to current Acorn Client list describing how to determine if your web site is one of those that were indexed live on Buuteeq's staging server without authorization.

4/5/2012 – Acorn Blog Post: [That Dam Duplicate Data Dilemma](#) regarding the plagiarized content on the Lancaster Bed and Breakfast Site.

4/6/2012 – Posted on PAII Forum

Subject: Buuteeq Copied Websites

Initial Thread Started by: C. Kerivan, Bear Mountain

Total posts on this thread: 58

Brandon -- I will be calling & emailing you directly later but I wanted to share this with others so they can do their own research.

The post yesterday about Buuteeq copying websites for Wandari got me searching online to see what else I could find. I've found that if you type in your websites name so:

bear mountain lodge buuteeq

that you'll find three listings on buuteeq's servers for your website (see below). It goes to a blank screen, which apparently is to hide the listing from everyone, but if you move over to the arrows and then click on the word "cached" you'll see a duplicate of your website that they're created. First, this site is so not professional and it's insulting given that I've spent a fortune on my photos that they stretched and are therefore blurry. If you scroll to the bottom you'll find an RSS feed from Buuteeq that I would never allow on my website and overall it's just plain unprofessional looking. And, if I'm not mistaken, is a violation of copyright laws which I just dealt with on another post from a designer stealing my work product. I worked long and hard and spent way too much money on my web design to have someone create a phony version of it with my name on it.

I will be demanding that Buuteeq remove this phony website from their server immediately and stop creating duplicate websites for their future gain. I have no intention now or ever of switching my website hosting over to anyone but who it is currently with. I have also removed the Facebook app as I am so pissed at the actions of Buuteeq that I don't want to be associated with them. I run my business in a very customer service, ethical way and I only associate with companies that share this practice. If you want to earn someone's business you do it the right way, not going behind their back, taking their information and creating a product to sell to them for your profit later on. It's just like I tell my kids, you're judged by your friends and in this business you're judged by your actions and associations.

Carol

4/7/2012 – Acorn Blog Post: [Nap, Citations and New Directory Content](#) regarding the Buuteeq Wandari directory.

4/8/2012 – Buuteeq Published the following response to the questions ensuing on the PAII forum.

- Original Post (Saved in PDF Format) – [Click Here](#)
- Revised (Live) – [Click Here](#)

See below the images supporting the response in the section: **Our “sneaky” SEO campaigns from last year** from the Original PDF version above.

[Click Here for Google Snapshot used in TNOOZ Article](#) | [Click Here for Initial Page](#) | [Click Here for Secondary Page](#)

4/8/2012 – Buuteeq's initial solution to the problem of all these sites being indexed without Innkeeper permission was to add the following “meta tag” on all pages that were indexing from their sweet.buuteeq.com servers. This caused a “blank page” to appear on the screen when you clicked the site from a Google search.

```
<html xmlns="http://www.w3.org/1999/xhtml">
  <head>
    <meta name="robots" content="noindex, nofollow">
  </head>
</html>
```

4/9/2012 - Buuteeq Blog Post: [How to Edit your Wandari Listing](#)

4/9/2012 - Buuteeq Blog Post: [SEO is 8u115h1t](#)

4/11/2012 – Posted on PAII Forum
Subject: More Buuteeq Frustration
Initial Thread Written by: D. Hanscom, Brampton B&B Inn
Total posts on this thread: 2

4/16/2012 – After waiting the allotted time, as indicated by Forest Key for these pages to be removed from Google's Index in his April 8th Buuteeq Blog post, we published the following information on our Acorn Blog including a step by step video on how to go about removing your pages from the Google Cache and Index: [Unauthorized Buuteeq Web site Pages Being Index by Google: An Update](#)

4/16/2012 through 4/21/2012 – Lisa Kolb executed and / or tracked all Acorn Clients removal of approximately 700 unauthorized Buuteeq web site pages via Webmaster tools.

Mid to End of the Week of 4/16/2012 – Buuteeq's "blank page" fix put in place on 4/8/2012 was replaced with the following code. This adjusted fix allowed anyone submitting the page for removal via Webmaster tools to skip the "Remove" Cache step, and go directly to the "Remove" page from the Index.

```
<html xmlns="http://www.w3.org/1999/xhtml">
  <head>
    <meta name="robots" content="noindex, nofollow" />
    <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1" />
    <title>404 - File or directory not found.</title>
    <style type="text/css">
      <!--
      body{margin:0;font-size:.7em;font-family:Verdana, Arial, Helvetica, sans-serif;background:#EEEEEE;}
      fieldset{padding:0 15px 10px 15px;}
      h1{font-size:2.4em;margin:0;color:#FFF;}
      h2{font-size:1.7em;margin:0;color:#CC0000;}
      h3{font-size:1.2em;margin:10px 0 0 0;color:#000000;}
      #header{width:96%;margin:0 0 0 0;padding:6px 2% 6px 2%;font-family:"trebuchet MS", Verdana, sans-
      serif;color:#FFF;
      background-color:#555555;}
      #content{margin:0 0 0 2%;position:relative;}
      .content-container{background:#FFF;width:96%;margin-top:8px;padding:10px;position:relative;}
      -->
    </style>

  </head>
  <body>
    <div id="header"><h1>Not Found</h1></div>
    <div id="content">
      <div class="content-container"><fieldset>
        <h2>404 - File or directory not found.</h2>
        <h3>The resource you are looking for might have been removed, had its name changed, or is
        temporarily unavailable.</h3>
      </fieldset></div>
    </div>
  </body>
</html>
```

4/17/2012 – Lisa Kolb gave Heather Turner of Forfeng Designs permission to pass the 4/16/2012 Acorn IS blog post on to Dennis Schaal of TNOOZ.com

4/19/2012 – Lisa Kolb responded to Dennis Schaal of TNOOZ.com's e-mail questions regarding Buuteeq in preparation for the TNOOZ.com article.

Question 1: Are most of these issues resolved (other than Google hasn't de-indexed some of the preview sites)?

Answer 1: Most, not all.

Question 2: Do you think Buuteeq had sinister intentions?

Answer 2: Only a Buuteeq representative can answer this question. If you are asking me for my opinion, no, I do not believe they were being sinister. I do believe they were careless with data that belonged to Innkeepers that were not their clients.

Question 3: Are most of the complaining properties -- Buuteeq says around 40 contacted them -- former or current Acorn customers? Therefore does Acorn have an interest in fanning the flames?

Answer 3: I do not know who all has contacted Buuteeq. I did have a handful of innkeepers (not all Acorn clients) share that they had followed up on a variety of different issues IE: Buuteeq Facebook App, Wandari and Duplicate Web sites. Mathematically, Acorn clients made up 1/3 of all those affected by the Un-Authorized Buuteeq Web Sites indexing online. I do know of other vendors who had clients that called Buuteeq. One of these asked me to provide you his contact information should you wish to speak with him directly. Scott Crumpton, Whitestone Marketing.

Question 4: Is it harmful for properties to appear in Wandari?

Answer 4: Incorrect or Invalid NAP (Name Address Phone) data is not recommended by any Local Expert. We advise all Innkeepers to either repair or remove incorrect listing data. It's the Innkeepers choice when it comes to which directories and listings they choose to participate in.

Question 5: Anything you'd like to add?

Answer 5: Our clients, followers and associates have come to expect and trust us to provide full disclosure regarding any issue that has the potential to affect their business. Another web site depicting their business (content, photos, rates, etc.) online falls into this category. When the allotted time expired, as was indicated by Forest Key in his blog addressing the PAll forum, these 700 pages were still appearing in the Google cache and index. Innkeepers wanted a solution. All of this could have been avoided if Buuteeq would not have been using data that belonged to Innkeepers who were not Buuteeq contracted clients. But in lieu of that, the next best solution would have been to remove the pages immediately instead of waiting on Google to re-index them, based on a published timeframe provided by Forest, that was optimistic at best.

4/20/2012 – TNOOZ.com publishes the following article: [Lessons from Startup Land and SEO as Buuteeq runs into B&B Buzzsaw](#) (including the ability for readers to comment)

Acorn IS had been following the pages being indexed on the **sweet.buuteeq.com** site from the very beginning to watch and see if Buuteeq would actually change their mind and decide to remove these pages from Google via Webmaster tools, instead of waiting on the blank page (no follow) and the subsequent 404 error page to be re-read by the Google bot.

This indeed did happen when Buuteeq began removing the Innkeeper's unauthorized sites from this server at a very high rate of speed, after the [TNOOZ.com article was published](#), and the comments began to pour in.

Too bad it took a national publication to elicit this response, considering that Innkeepers had been asking for this very thing since early April.

These counts do not include all pages, as that I did not click the response from Google: In order to show you the most relevant results, we have omitted some entries very similar to the XX already displayed.

- 117 entities in the index -- Thursday, April 5th, 2012
- 118 entities in the index -- Saturday, April 7th, 2012
- 118 entities in the index -- Sunday, April 8th, 2012
- 121 entities in the index -- Tuesday April 17th, 2012
- 144 entities in the index -- Thursday, April 19th, 2012

Saturday, April 21st, **the morning after the TNOOZ Article was published...**

- 114 entities in the index -- 8:00 am MTN
- 92 entities in the index -- 1:00 pm MTN
- 85 entities in the index -- 2:30 pm MTN
- 39 entities in the index -- 9:00 pm MTN
- 34 entities in the index -- 11:30 pm MTN

Sunday, April 22nd, **the second day after the TNOOZ Article was published...**

- 24 entities in the index -- 8:00 am MTN
- 1 entity in the index -- 10:00 pm MTN

4/21/2012 – All, except 5 of Acorn Internet Services Client's unauthorized Buuteeq sites have been removed from both Google Cache and/or the Google Index, and an individual email announcing this was mailed to each client affected. The 5 that remain will be watched through to completion. I will amend this document if additional issues arise from these remaining page removals.

4/23/2012 – Final Recap. As you can see from the numbers below, it appears that Acorn Internet Services clients were those with the most unauthorized Buuteeq site pages indexed as compared to any other vendor. After more than 3 weeks of back and forth, finally resulting in the clean up of the remaining of these sites in the past 2 days, I can personally say, as a professional in our industry, I wish that Buuteeq would have been responsible for cleaning this up when it was first brought to their attention, and not waiting until they received press in TNOOZ.com

Total Buuteeq staging / development / testing Web sites documented as indexed: 161

Note: *These are only the sites I was able to verify. There may have been additional ones originally indexed that were not available at the time I did this report.*

Approximately 1/3 of the total indexed Buuteeq staging / development / testing sites did not indicate a Design, Marketing or Hosting Credit on the Inn's Live Web Page, which left the following breakdown of vendors who had clients with these duplicate Buuteeq sites.

http://www.acorn-is.com	39%
http://www.insideout.com	5%
http://www.floridakeys.com/info	2%
http://www.vtweb.com	2%
http://www.whitstonemarketing.com	2%
daniela.osaki@gmail.com	<1%
erin.hartman7@gmail.com and zachthomas111@hotmail.com	<1%
http://bhgcreative.com	<1%
http://blue-turtle.com	<1%
http://www.adlitwebsolutions.com and http://www.dells.com	<1%
http://www.altarfx.com	<1%
http://www.annecampbelldesign.com	<1%
http://www.barkleypromotions.com	<1%
http://www.bnbwebsites.com	<1%
http://www.brandpandemic.com	<1%
http://www.comfortwebs.com	<1%
http://www.covingtoncreations.com	<1%
http://www.delongwebdesigns.com	<1%
http://www.dobaydesign.com	<1%
http://www.ecape.com and http://www.capecodtravel.com	<1%
http://www.enginesofcreation.com	<1%

http://www.ew3d.com	<1%
http://www.forfengdesigns.com	<1%
http://www.friscowebsoft.com	<1%
http://www.getkdm.com	<1%
http://www.gfgraphics.com	<1%
http://www.go-idaho.com	<1%
http://www.hillsidewebdesigns.com	<1%
http://www.inkthemes.com	<1%
http://www.innvisibility.com	<1%
http://www.IntraRez.com	<1%
http://www.islandwebinc.com	<1%
http://www.lakemartin.net	<1%
http://www.mainehost.com	<1%
http://www.maronmarketing.com	<1%
http://www.methownet.com	<1%
http://www.milestoneinternet.com	<1%
http://www.myeres.com	<1%
http://www.rezovation.com	<1%
http://www.rudkinproductions.com	<1%
http://www.seo-optimization-dreamcatcher.com	<1%
http://www.sharswebdesigns.com	<1%
http://www.sitebernard.com	<1%
http://www.softwaremasters.com	<1%
http://www.support4business.com	<1%
http://www.thethinkery.net	<1%
http://www.unionleader.com	<1%
http://www.vectec.org	<1%
http://www.vizergy.com	<1%
http://www.vnminternet.com	<1%
http://www.weathervanegraphics.com	<1%
http://www.webessentials.com	<1%
http://www.wildcountrystudios.com	<1%
http://www.yakinworks.com	<1%
http://www.zexton.com	<1%
http://www.zzzinc.com and http://www.islandwebinc.com	<1%
jsgould1@gmail.com	<1%
Michael D. Wisebaker	<1%

Coming from the following States...

AL	3.27%
AR	1.31%
AZ	1.31%
CA	8.50%
CO	1.31%
FL	3.92%
GA	0.65%
ID	5.88%
IN	1.96%
KA	0.65%
KY	1.31%
LA	0.65%
MA	8.50%
MD	1.31%
ME	8.50%
MI	3.27%

MO	5.23%
NC	2.61%
NE	1.31%
NH	3.92%
NJ	2.61%
NM	2.61%
NY	1.31%
OH	0.65%
OK	3.27%
OR	1.31%
PA	3.27%
SC	1.96%
TX	3.27%
VA	4.58%
VT	4.58%
WA	3.92%
WI	1.31%